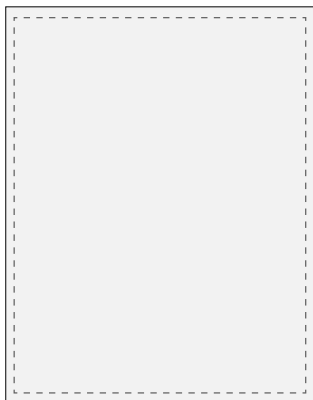


Przeegląd Targowy

FULL-COLOUR ADS – PRICE LIST

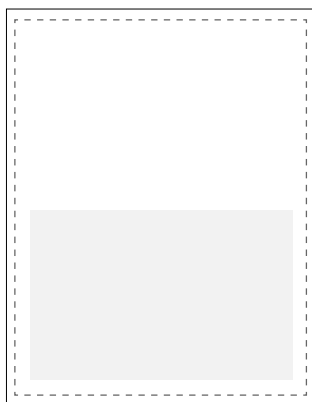
1st Page

236 x 286 mm with bleeds
230 x 280 mm trimmed



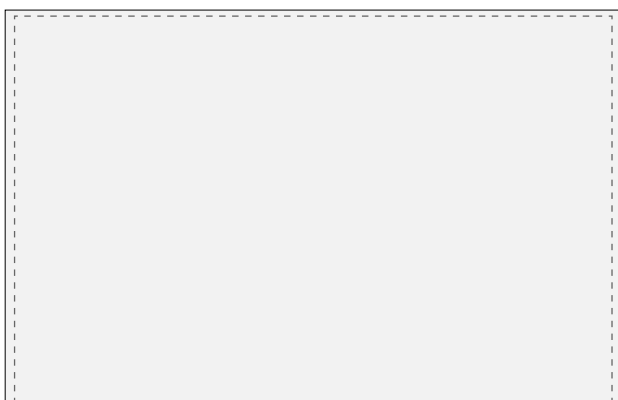
1/2 horizontal

236 x 143 mm with bleeds
230 x 137 mm trimmed



centre spread

472 x 286 mm with bleeds
460 x 280 mm trimmed



COVERS

II, III, IV cover page _____ 3,000 PLN + 23% VAT,

PAGES INSIDE THE MAGAZINE

1/1 page _____ 2,500 PLN + 23% VAT,

1/2 page _____ 1,600 PLN + 23% VAT,

CENTRE SPREAD

centre spread _____ 4,000 PLN + 23% VAT,

INSERTS

standard insert - up to 35 g,

size (folded) - no more

than 202 mm x 260 mm, cost __ 0.50 PLN + 23% VAT,

Other non-standard advertisements, customised page location and graphic design - prepared according to separate calculations.

The price-list valid from 01.01.2018.

INFORMATION

A bilingual expo magazine published in Polish and English. The publication contains the latest information on the exhibition market specifics based on the Kielce exhibition and congress centre.

NUMBER OF ISSUES

The magazine is published twice a year: in February and August.

VOLUME SIZE

40 pages

DISTRIBUTION

The free magazine is distributed among Targi Kielce exhibitors and guests who visit the Kielce Exhibition and Congress Centre. It is also sent to the capital-city based most important central institutions as well as to the Polish embassies in European countries and the foreign diplomatic missions - the Commercial Counsellors accredited in Poland. Direct mailing list also includes the leading institutions involved in the Polish market promotion and among them the Polish Chamber of Commerce, Polish Information and Foreign Investment Agency, the Chambers of Commerce and Industry involved in cross-border cooperation. Part of the circulation is sent to editorial offices at home and abroad.

MATERIALS PREPARATION

Materials only in an electronic version. Preferred file formats: TIFF, PDF, AI - texts converted into curves, resolution: 300 dpi. Bitmap colours: CMYK.

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